

I claim:

1. A blister pack comprising an embossed blister formed from a laminated film comprising forming a blister by advancing a pin having a face with an indicia thereon in transversal direction relative to the film plane towards and into engagement with a platen bearing an indicia forming die thereon and located on the opposite side of said film wherein said advancing movement of the pin controllably stretches the film around the blister in a manner minimizing stretching of the film located at the base of the blister.